New Music Strategy Programs Now Available

Tourism, Culture and Heritage

News Releases

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Nova Scotia musicians can get some help breaking into the industry and getting their music heard in Nova Scotia and beyond.

The provincial government is offering two new programs to support a long-term music sector strategy developed by the Music Industry Association of Nova Scotia (MIANS). The strategy is designed to make sure resources are in place in Nova Scotia to develop, promote and export our talent, rather than having people go elsewhere to further their careers.

The province is investing $3-million in the music industry over four years.

"Our province is blessed with immense natural talent. This investment contributes to our economy and quality of life," said Rodney MacDonald, Minister of Tourism, Culture and Heritage. "Nova Scotia's music industry is worth about $100 million to the provincial economy and generates more than 2,500 full- and part-time jobs."

"Our sector is delighted with this government support, and there is no doubt these programs will have a significant positive impact on our members," said Bill Appleby, president of MIANS.

The Emerging Music Business Program will help people get into the industry. It will focus on establishing up-and-coming musicians, building artist-manager relationships and enhancing music business skills. This includes helping an artist develop marketing and business plans, securing professional manager services, creating a professional demo recording or designing a website.

More information on this program can be obtained by visiting the Tourism, Culture and Heritage website at **www.gov.ns.ca/dtc/culture** or by calling 902-424-4510.

The Export Development Program for Music will focus on marketing and touring support for artists and business professionals. This includes assisting musicians in undertaking, marketing and promoting national or international tours.

For more information on the Export Development Program for Music, visit the Music Industry Association of Nova Scotia (MIANS) website at **www.mians.ca** or call (toll free) 1-888-343-6426.

The first deadline for submitting applications for both programs

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is Oct. 15, 2004.

FOR BROADCAST USE:

Nova Scotia musicians can now get helping breaking into the business, thanks to two new funding programs from the province.

The Emerging Music Business Program will help people get into the industry and the Export Development Program for Music will help artists and business professionals with marketing and touring plans.

The programs support a long-term music sector strategy developed by the Music Industry Association of Nova Scotia.

Tourism, Culture and Heritage Minister Rodney MacDonald says the investment will help ensure a vibrant and growing music industry in Nova Scotia.

Over the next four years, the government of Nova Scotia will invest three million dollars in the music industry.

To obtain an application form and program guidelines, visit the Tourism, Culture and Heritage website (W-W-W dot gov dot N-S dot C-A slash D-T-C).

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